

### Amendments to the claims

1-8. (Cancelled)

9. (Currently amended) A tire adapted to be mounted to a tire rim; the tire comprising: a tire body having a crown portion and a pair of sidewalls; each of the sidewalls having a bead portion that is seated in the tire rim when the tire is mounted to the tire rim; each of the sidewalls having an inner surface and an outer surface; the inner surfaces adapted to face the pressurizable chamber of the tire; one of the sidewalls defining a cavity that has an opening at the outer surface of the sidewall; and a tag disposed in the cavity; the tag being encapsulated with an encapsulation material that is disposed in the cavity; the encapsulation material adhering to the sidewall to secure the tag to the sidewall.

10. (Cancelled)

11. (Currently amended) The tire of claim 10 9, wherein the encapsulation material entirely surrounds the tag within the cavity.

12. (Original) The tire of claim 11, wherein the encapsulation material is rigid.

13. (Original) The tire of claim 12, wherein the encapsulation material is a rigid epoxy.

14. (Original) The tire of claim 11, wherein the encapsulation material is flexible.

15. (Original) The tire of claim 9, wherein the cavity is disposed radially outward of the bead portion of the sidewall.

16. (Original) The tire of claim 15, wherein the cavity is disposed immediately above the bead portion such that the cavity is not obstructed by the tire rim when the tire is mounted to the tire rim.

17. (Cancelled)

18. (Original) The tire of claim 9, wherein no portion of the tag protrudes from the cavity.

19. (New) A tire adapted to be mounted to a tire rim; the tire comprising: a tire body having a crown portion and a pair of sidewalls; each of the sidewalls having a bead portion that is seated in the tire rim when the tire is mounted to the tire rim; each of the sidewalls having an inner surface and an outer surface; the inner surfaces adapted to face the pressurizable chamber of the tire; one of the sidewalls defining a cavity that has an opening at the outer surface of the sidewall; and a tag disposed in the cavity; the tag being encapsulated and entirely surrounded with an encapsulation material disposed in the cavity; the encapsulation material adhering to the sidewall to secure the tag to the sidewall.

20. (New) The tire of claim 19, wherein no portion of the tag protrudes from the cavity.

21. (New) The tire of claim 19, wherein the encapsulation material is rigid.

22. (New) The tire of claim 21, wherein the encapsulation material is a rigid epoxy.

23. (New) The tire of claim 19, wherein the encapsulation material is flexible.

24. (New) The tire of claim 19, wherein the cavity is disposed radially outward of the bead portion of the sidewall.

25. (New) The tire of claim 19, wherein the cavity is disposed immediately above the bead portion such that the cavity is not obstructed by the tire rim when the tire is mounted to the tire rim.
26. (New) The tire of claim 19, wherein the tag includes a central body with wires extending from both sides of the central body; the entire tag disposed in the cavity.